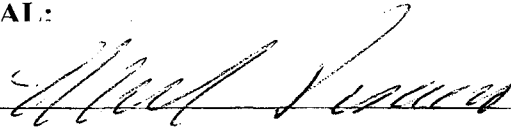


# REPORT

**DATE:** June 7, 2007  
**TO:** Administration Committee and Regional Council  
**FROM:** Leyton Morgan, Manager of Contracts  
**SUBJECT:** State Lobbyist Contract  
**EXECUTIVE DIRECTOR'S APPROVAL:**



## RECOMMENDED ACTION:

Approve contract 08-002 to Hatch & Parent for state governmental affairs consulting and lobbying services, in an amount not-to-exceed \$100,000 annually (\$400,000 over 48 months - pending results of pre-award audit). The contract includes a base year plus three one year options. Continuation of the contract after each twelve-month period is contingent upon annual executive management review.

## BACKGROUND:

SCAG is seeking the services of a customer service oriented state governmental affairs consultant/lobbyist in Sacramento, California. The governmental affairs consultant/lobbyist shall provide state level advocacy services related to SCAG's state legislative priorities. The governmental affairs consultant/lobbyist shall develop and implement creative and innovative strategies for positioning SCAG as an influential leader in state legislative, regulatory and policy initiatives that affect the SCAG region.

SCAG staff mailed postcards to 41 firms on SCAG's bidders list to notify them of the release of Request for Proposal (RFP) 08-002. A total of 5 firms downloaded the RFP. The RFP was also posted on SCAG's web site. SCAG received the following 3 proposals in response to the RFP:

|  | <u>Annual</u>    | <u>48-Months</u> |
|--|------------------|------------------|
| 1. Hatch & Parent (No Sub-contractors)                   | <b>\$100,000</b> | <b>\$400,000</b> |
| 2. Capital Representation Group, JV (No Sub-contractors) | \$100,000        | \$400,000        |
| 3. California Strategies & Advocacy (No Sub-contractors) | \$99,600         | \$398,400        |

The Proposal Review Committee (PRC) evaluated all 3 proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with all five Proposers.

# REPORT

The PRC was composed of the following individuals:

Council Member Dennis Washburn, City of Calabasas  
Council Member Glenn Becerra, City of Simi Valley  
Council Member Tom Sykes, City of Walnut  
Sylvia Patsaouras, Interim Director of Government and Public Affairs

Note - a 3<sup>rd</sup> SCAG Board member was not able to interview proposers due to illness the day of the interviews.

The PRC concluded that all three firms were capable of representing SCAG's interest in Sacramento. The PRC reached consensus that Hatch & Parent is the best fit for SCAG's current and forecasted needs and therefore recommends Hatch & Parent for contract award. The PRC also recommends Hatch & Parent for contract award because the firm's proposal and interview demonstrated a superior understanding of SCAG's legislative issues.

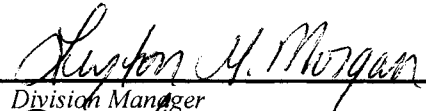
Hatch & Parent did an excellent job at outlining specific strategies to accomplish SCAG's state advocacy goals. Hatch & Parent also has an excellent record of achievement for SCAG; for example, they have been instrumental in:

- The enactment of Assembly Bill 1467 the most sweeping Public Private Partnership legislation in California's history.
- The enactment of Senate Bill 12 relating to the Regional Housing Needs Assessment.
- Incorporating SCAG's work on the Blueprint 2% strategy into bond implementation legislation.

## FISCAL IMPACT:

The cost associated with this contract is captured in General Fund Work Element Number 08-800.SCGC2.

Reviewed by:

  
Division Manager

Reviewed by:

  
Chief Financial Officer